

WHAT IS CLAIMED IS:

- Sub a' 1. An image sensing apparatus having a lens for forming an image of a subject, a monitor in which direction of a display can be changed relative to a direction in which light from the subject impinges upon the lens, and a photography assist mechanism for adjusting photographic conditions automatically, wherein at the time of self-photography, in which the direction in which light impinges upon the lens and the display direction of the monitor agree, said 5 photography assist mechanism is capable of performing control different from that at the time of other, ordinary photography.
2. The apparatus according to claim 1, wherein said photography assist mechanism has automatic exposure control 15 means which, at the time of self-photography, performs control by a photometry method different from that at the time of ordinary photography.
3. The apparatus according to claim 2, wherein at the time of self-photography, said automatic exposure control means 20 makes response slower than that at the time of ordinary photography.
4. The apparatus according to claim 1, wherein said photography assist mechanism has automatic focus control means which, at the time of self-photography, performs 25 control through a sequence different from that at the time of ordinary photography.

5. The apparatus according to claim 4, wherein at the time of self-photography, said automatic focus control means makes response slower than that at the time of ordinary photography.

- 5 6. An image sensing apparatus having an image sensing device for sensing the image of a subject, a zoom lens for deciding magnification of a sensed image, and a focusing lens for deciding focal point position of the subject whose image is sensed by the image sensing device, said apparatus
10 comprising:

display means capable of displaying the image sensed by the image sensing device;

moving means for moving display direction of said display means to a direction on the side of the subject;

- 15 sensing means for sensing that the display direction of an image on said display means is being moved to the side of the subject by said moving means; and

control means which, if said sensing means has sensed that the display direction of the image on said display means
20 is being moved to the side of the subject, controls the sensed-image magnification of the zoom lens to a wide-angle magnification and controls distance to the subject, which is controlled by the focusing lens, to a short distance in front of the image sensing apparatus.

- 25 7. The apparatus according to claim 6, wherein said control means controls the sensed-image magnification of the zoom

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lens to a wide-angle limit or to a point near the wide-angle limit, and controls distance to the subject, which is controlled by the focusing lens, to a short-distance limit in front of the image sensing apparatus or to a point near
5 the short-distance limit.

8. The apparatus according to claim 6, further comprising:
magnification setting means for setting said sensed-image magnification controlled by said control means;
and

10 subject-distance setting means for setting a subject distance at which the focusing lens, which is controlled by said control means, is brought into focus.

9. The apparatus according to claim 6, further comprising:
recording means for recording an image based upon an
15 image signal indicative of an image sensed by said image sensing device, and

control inhibiting means for inhibiting control by said control means if an image is being recorded by said recording means.

20 10. The apparatus according to claim 6, further comprising:
memory means for storing the sensed-image magnification controlled by the zoom lens, as well as the subject distance controlled by the focusing lens, when said sensing means has sensed that the display direction of the
25 image on said display means is being moved to the side of the subject,;

wherein when said sensing means no longer senses that the display direction of the image on said display means is being moved to the side of the subject, said control means controls the zoom lens to the sensed-image magnification that has been stored by said memory means and controls the focusing lens to the subject distance that has been stored by said memory means.

11. An image sensing apparatus having an image sensing device for sensing the image of a subject, and a zoom lens for deciding magnification of a sensed image, said apparatus comprising:

display means capable of displaying the image sensed by said image sensing device;

moving means for moving display direction of said display means to a direction on the side of the subject;

sensing means for sensing that the display direction of the image on said display means is being moved to the side of the subject by said moving means; and

control means which, if said sensing means has sensed that the display direction of the image on said display means is being moved to the side of the subject, controls the image magnification of the zoom lens to a wide-angle magnification.

12. The apparatus according to claim 11, wherein said control means controls the sensed-image magnification of the zoom lens to the wide-angle limit or to a point near the wide-angle limit.

13. The apparatus according to claim 11, further comprising magnification setting means for setting the sensed-image magnification controlled by said control means.

14. The apparatus according to claim 11, further comprising
5 memory means for storing the sensed-image magnification controlled by the zoom lens when said sensing means has sensed that the display direction of the image on said display means is being moved to the side of the subject, wherein when said sensing means no longer senses that the display direction
10 of the image on said display means is being moved to the side of the subject, said control means controls the zoom lens to the sensed-image magnification that has been stored by said memory means.

15. An image sensing apparatus having an image sensing device
15 for sensing the image of a subject, and a focusing lens for deciding focal point position of the subject whose image is sensed by the image sensing device, said apparatus comprising:

display means capable of displaying the image sensed
20 by said image sensing device;

moving means for moving display direction of the display means to a direction on the side of the subject;

sensing means for sensing that the display direction of the image on said display means is being moved to the side
25 of the subject by said moving means; and

control means which, if said sensing means has sensed

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that the display direction of the image on said display means is being moved to the side of the subject, controls distance to the subject, which is controlled by the focusing lens, to a short distance in front of the image sensing apparatus.

- 5 16. The apparatus according to claim 15, wherein said control means controls distance to the subject, which is controlled by the focusing lens, to a short-distance limit in front of the image sensing apparatus or to a point near the short-distance limit.
- 10 17. The apparatus according to claim 15, further comprising subject-distance setting means for setting a subject distance controlled by the focusing lens, which is controlled by said control means.
- 15 18. The apparatus according to claim 15, further comprising memory means for storing the subject distance controlled by the focusing lens when said sensing means has sensed that the display direction of the image on said display means is being moved to the side of the subject, wherein when said sensing means no longer senses that the display direction
- 20 of the image on said display means is being moved to the side of the subject, said control means controls the focusing lens to the subject distance that has been stored by said memory means.
- 25 19. The apparatus according to claim 1, further comprising automatic focusing means for executing automatic focusing after the focusing lens has been controlled by said control

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means.

20. The apparatus according to claim 15, further comprising automatic focusing means for executing automatic focusing after the focusing lens has been controlled by said control means.

21. The apparatus according to claim 3, wherein said subject-distance setting means is capable of setting a subject distance within a range of 10 cm to 1 m.

22. The apparatus according to claim 17, wherein said subject-distance setting means is capable of setting a subject distance within a range of 10 cm to 1 m.

23. An image sensing apparatus having an image sensing device for sensing the image of a subject, and a zoom lens for deciding magnification of a sensed image, said apparatus comprising:

display means capable of displaying the image sensed by said image sensing device;

moving means for moving display direction of said display means to a direction on the side of the subject;

sensing means for sensing that the display direction of the image on said display means is being moved to the side of the subject by said moving means;

memory means for storing the sensed-image magnification controlled by the zoom lens, as well as the subject distance controlled by the focusing lens, when said sensing means has sensed that the display direction of the

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image on said display means is being moved to the side of the subject; and

control means for controlling the zoom lens to the sensed-image magnification that has been stored by said memory means and the focusing lens to the subject distance that has been stored by said memory means when said sensing means no longer senses that the display direction of the image on said display means is being moved to the side of the subject.

24. An image sensing apparatus having an image sensing device for sensing the image of a subject, and a zoom lens for deciding magnification of a sensed image, said apparatus:

comprising display means capable of displaying the image sensed by said image sensing device;

moving means for moving display direction of the display means to a direction on the side of the subject,;

sensing means for sensing that the display direction of the image on said display means is being moved to the side of the subject by said moving means,;

memory means for storing the sensed-image magnification controlled by the zoom lens when said sensing means has sensed that the display direction of the image on said display means is being moved to the side of the subject; and

control means for controlling the zoom lens to the sensed-image magnification that has been stored by said

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memory means when said sensing means no longer senses that the display direction of the image on said display means is being moved to the side of the subject.

25. An image sensing apparatus having an image sensing device
5 for sensing the image of a subject, and a focusing lens for deciding focal point position of the subject whose image is sensed by the image sensing device, said apparatus comprising:

display means capable of displaying the image sensed
10 by said image sensing device;

moving means for moving display direction of said display means to a direction on the side of the subject;

sensing means for sensing that the display direction of the image on said display means is being moved to the side
15 of the subject by said moving means;

memory means for storing the subject distance controlled by the focusing lens when said sensing means has sensed that the display direction of the image on said display means is being moved to the side of the subject; and

20 control means for controlling the focusing lens to the subject distance that has been stored by said memory means when the sensing means no longer senses that the display direction of the image on said display means is being moved to the side of the subject.

25 26. A method of performing photography with an image sensing apparatus by which a photographer can be perform self-

photography, wherein in a case where said image sensing apparatus has at least one of an automatic exposure function, automatic focusing function and zoom function, parameters different from those at the time of ordinary photography are set when it is sensed that the photographer is performing self-photography.

27. The method according to claim 26, wherein in a case where said image sensing apparatus has the automatic exposure function or the automatic focusing function, a photometry area is narrowed to a central portion more at the time of self-photography than at the time of ordinary photography.

28. The method according to claim 26, wherein in a case where said image sensing apparatus has the zoom function, magnification of a sensed image is initially set to the vicinity of a wide-angle limit and distance to a subject is initially set to a short distance in front of the image sensing apparatus.

29. The method according to claim 26, further including steps of:

20 saving sensed-image magnification and distance to a subject that prevailed at the time of ordinary photography if self-photography is sensed; and

 restoring the saved sensed-image magnification and distance to the subject when ordinary photography is restored.

25 30. A storage medium for storing, in computer readable

fashion, a control program for controlling an image sensing apparatus by which a photographer can be perform self-photography, said control program including at least a step of setting parameters, which are used in an automatic
5 exposure function, automatic focusing function and zoom function, to parameters different from those at the time of ordinary photography when it is sensed that the photographer is performing self-photography.

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